

## Abstract

A computer controlled system and method for creating an interactive television show incorporates audience feedback gathered by way of Internet software. Selected inputs include e-mail, as well as telephone and telecopy with these inputs influencing various levels of the script of upcoming episodes. The system provides for enhanced entry of comments and feedback, gathered by way of a calculated overlapping of questions, to allow structured incorporation of such feedback into the complex process for producing weekly and other episodic television shows. This invention further includes means for optimizing advertising revenues through Internet data gathering and dynamic feedback by character webmasters.

referred to